

EXHIBITOR'S PRESS SHEET

'The Last Ride' To Open Friday At Strand Theatre

Undercover salesmen of whiskey, gin and beer of prohibition days have modern counterparts in the "black market" operators. And just as their forebears provided stories and characters for motion pictures, the new outlaws are furnishing the screen with material.

The bootlegging era served as a background for such outstanding films as "Little Caesar," "Public Enemy," "Scarface," and the like. They shot Jimmy Cagney, Edward G. Robinson, George Bancroft and others into film fame.

Quick to follow new trends, as always, the Warner Bros.



SIX-SHEET . . . Other Posters and Accessories on Back Page

PUBLICITY

(Prepared Review)

Black Market Expose Comes to Strand Theatre

the Strand Theatre. It relates the story of the illegal gangs which sell tires to citizens who themselves violate the law through their purchases.

Like the earlier gangster pictures, "The Last Ride" is a fast action drama with a touch of romance. Richard Travis and Eleanor Parker provide the love interest in "The Last Ride." Also seen in the cast are Charles Lang, Jack LaRue, Cy Kendall, Wade Boteler and Michael Ames. D. Ross Lederman directed.

New Strand Film

An action story dealing with the black market in tires is told in Warner Bros.' topical film, "The Last Ride," which opens today at the Strand Theatre. Richard Travis, Charles Lang and Eleanor Parker are featured.

his relationship as a means of getting into the gang. The mobsters fall for the ruse, but just as Pat learns the real identity of the gang leader, one of his henchmen finds out about the plan and tips him off. The leader takes Pat "for a ride," but Mike arrives just in time, and in the ensuing battle both the leader and Mike are killed. Pat escapes in time to round up the gang and bring it to justice.

Charles Lang, gives a realistic performance as the gangster brother, while Eleanor Parker provides the love interest. D. Ross Lederman, who directed "The Last Ride" paced his sequences well, getting the utmost in suspense from each scene. The original screen play was written by Raymond L. Schrock.

A capable supporting cast, including Jack LaRue, Cy Kendall, Wade Boteler and Michael Ames, keeps the film moving swiftly.

Since Pat's brother, Mike (Charles Lang) is mixed up with the tire racket, Pat uses

'The Last Ride' At Strand Friday

An exciting search for the illegal gangs which sell tires to citizens who themselves violate the law through their purchases, is the theme of the new Warner Bros. film, "The Last Ride," which opens Friday at the Strand Theatre.

Richard Travis is cast as a young police detective who sets out to break a powerful gang of tire racketeers who were responsible for several auto deaths caused by defective tires.

Eleanor Parker, Charles Lang and Dolores Moran are also seen in the picture. D. Ross Lederman, responsible for many action films, directed from an original screen play by Raymond L. Schrock.

from
WARNER BROS.

Tires Don't Blow Out Anymore — Even In Hollywood Films

There's a scene in Warner Bros.' "The Last Ride," coming to the Strand Theatre on Friday, in which an automobile tire blows out, wrecks a car and kills two persons. But don't worry about the tire. It didn't really blow out.

What with priorities, tire rationing, the OPA and all, neither Warner Bros. nor any other studio these days is destroying rubber any more than they're killing actors. That tire was an invention of the property department and it was made out of canvas. Its mileage possibilities compared favorably with some of the "black market" rubber sold by the kind of tire bootleggers depicted in "The Last Ride." At an optimistic estimate, the property department's phony tire was good for three miles. Actually, it ran only an eighth of a mile before giving way at all seams.

By the same token, when Ross Ford and Dolores Moran are shown as victims of a bomb under an automobile, audiences are advised not to fret. They know the players are all right, but they might shudder at seeing good automobiles destroyed.

Well — it's a trick automobile, known in the trade as a "breakaway car." It comes apart at a touch. It has come apart scores of times in scores of pictures, and fits back together again with less effort than it takes to reassemble a jig-saw puzzle.

Players who take part in the exciting scenes of "The Last Ride" include Richard Travis, Eleanor Parker, Charles Lang, Jack LaRue, Cy Kendall and Wade Boteler. They conserve gas and rubber like everyone else. Remember: when they destroy essential commodities on the screen, it's only make-believe.

'Last Ride' at Strand

"The Last Ride," a topical adventure story of the black market dealing in tires, is the Strand Theatre's next attraction. Opening Friday, the Warner Bros. film features Richard Travis, Charles Lang and Eleanor Parker. D. Ross Lederman directed.



Mat 101 — 15c

Richard Travis and Eleanor Parker are seen in "The Last Ride," Warner Bros. film now playing at the Strand Theatre.

studio has produced an expose of the black market in "The Last Ride," opening Friday at

BILLING WARNER BROS.

Pictures, Inc. Presents 5%

'THE LAST RIDE' 100%

with

RICHARD CHARLES
TRAVIS — LANG 30%

ELEANOR
— PARKER 30%

Directed by
D. Ross Lederman 15%

Original Screen Play by
Raymond L. Schrock 3%

A Warner Bros.-First
National Picture 5%

PRODUCTION

Directed by
D. ROSS LEDERMAN
Original screen play by Raymond L. Schrock; Director of Photography, James Van Trees, A.S.C.; Film Director, Harold McLernon; Art Director, Leo E. Kuter; Dialogue Director, Jack Lucas; Sound by Francis J. Scheid; Set Decorations by Walter F. Tilford; Gowns by Milo Anderson; Makeup Artist, Perc Westmore.

CAST

Pat Harrigan..... Richard Travis
Mike Harrigan..... Charles Lang
Kitty Kelly..... Eleanor Parker
Joe Genna..... Jack LaRue
Capt. Butler..... Cy Kendall
Delaney..... Wade Boteler
Mrs. Kelly..... Mary Gordon
Harry Bronson..... Harry Lewis
Fritz Hummel..... Michael Ames
Hazel Dale..... Virginia Patton
Joe Taylor..... Ross Ford
Shannon..... Jack Mower
Walters..... Frank Mayo
Maltby..... Stuart Holmes
Mrs. Bronson..... Leah Baird

SYNOPSIS

(Not For Publication)

Pat Harrigan (Richard Travis), young police detective, motivated by a number of accidental automobile deaths caused by bootleg tires, sets out to discover the gang of racketeers responsible. In order to trap the culprits, he and the police captain (Wade Boteler) formulate a plan to have Pat discredited with the police force, so that he might become a member of the gang. When a gangster discovers the plot and sets out to kill Pat, his brother, (Mike Harrigan) (Charles Lang) risks his own life to save Pat, who gets away in time to expose the criminals and bring them to justice.

Running Time: 56 minutes



Mat 201 — 30c

Michael Ames, Richard Travis, Harry Lewis and Eleanor Parker are shown in a scene from "The Last Ride," Warner Bros. film expose of the black market in automobile tires. The picture opens Friday at the Strand Theatre.

EXPLOITATION

Title Keys Two Important Citywide War Safety Drives

FIGHT BLACK MARKET

Fight The Rubber Tire BLACK MARKET



This scene from "The Last Ride" shows 'black market' tires being patched together to look like new.

A Ride on 'Black Market' Tires May Be

"THE LAST RIDE"

SEE Murder in the back seat on "THE LAST RIDE" — STRAND

Print a quantity of 14" x 22" posters, as shown above, and on each mount still "LR 14" from your Vitagraph Exchange set. Place these in store windows, defense agencies, on poles, fences and billboards, and in all garages and service stations.

Additional quantities of the stills shown above may be ordered at 10c each from Campaign Plan Editor, 321 W. 44 St., N. Y. 18, N. Y.

Follow Thru With . . .

LOBBY DISPLAY 'BLACK MARKET'

Dig into your local newspaper's files (also your police department records) for "wanted" posters and news clippings about the operations of any local black market tire rings. Prepare a display of this material in lobby around a blow-up of one of the ads shown on opposite page. Add stills and posters to plug your playdate.

LOCAL MAGISTRATE WARNS BLACK MARKETEERS

Suggest to your local magistrates that any or all persons convicted of black market operations be "sentenced" to see "The Last Ride" as a warning on the consequences of their misdeeds. Newspapers cover the "sentencing" to report the warning to all persons.

CONSERVE WAR TIRES

TAKE GOOD CARE of your WARTIME TIRES



This scene from "The Last Ride" shows how a worn-out tire may mean death.

Check Tires Regularly! A Ride on a Bad Tire May Be

"THE LAST RIDE"

SEE Murder in the back seat on "THE LAST RIDE" — STRAND

Print a quantity of 14" x 22" posters, as shown above, and on each mount still "MW 4" from your Vitagraph Exchange set. Place these posters in automobile accessory store windows, garages, service stations and local ration board offices.

OLD TIRES FOR LOBBY EXPOSE

Borrow a number of scrap rubber tires from local scrap yard for display in your lobby as a warning against buying tires from the 'black market'. Here's what you do: Make several disc cut-outs of action still enlargements from your Vitagraph Exchange set and place them in the "holes" of the tires. Array the tires in series along lobby wall and above it place a display sign reading: "DEATH ON 'BLACK MARKET' TIRES. . . Murder rides in the back seat on THE LAST RIDE when you buy tires from black market operators. Why? Because these are the kind of tires the black market patches up to sell to unsuspecting buyers. It's dangerous! It's illegal! See the whole scheme exposed in Warner Bros.' THE LAST RIDE . . . starting Friday." Also arrange for similar displays to be set up in ration board offices, or photograph your display and place this photo on display there instead.

STREET BALLY

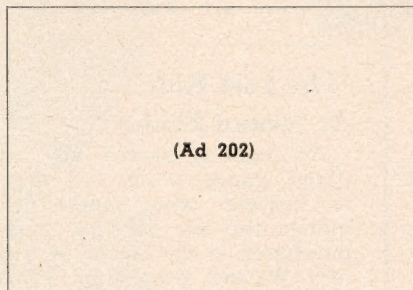
Park an old, dilapidated car in front of your theatre, or at an important intersection, with a display sign reading: "Do not collect this scrap. . . I still haven't taken THE LAST RIDE. I have gone to see 'The Last Ride' at the Strand."

INSURANCE COMPANIES

Arrange with automobile insurance agencies in your town to prepare window displays and newspaper ads based on the tie-up line: "Protect yourself against THE LAST RIDE . . . ABC Automobile Insurance." Displays feature actual auto wreck photos plus scenes from your playdate.

Make Up Your Own Herald

DEATH ON WHEELS!



Murder Takes a Back Seat on

"THE LAST RIDE"

NOW — STRAND THEATRE — 7 DAYS

Suggested at left is a 6" x 9" herald which can be printed locally at little cost. Key art for this giveaway is provided by ad mat 202 shown on opposite page.

Plus These Teasers:

1. Print a number of imitation "tickets" for placing on parked automobiles which read: "This is THE LAST RIDE . . . You are hereby summoned to appear on (date) at the Strand Theatre to be thrilled by the first inside story of the sinister Black Market racket in stolen tires. See Warner Bros.' 'The Last Ride' now playing at the Strand Theatre (date)."
2. Print a teaser giveaway in conjunction with the local scrap drive which reads: "After THE LAST RIDE . . . turn your car into Ourtown's Scrap Drive. In the meantime get all other scrap you can for collection on (date.)" Add picture and playdate credits.

LIVES ARE CHEAP... on the 'BLACK MARKET!'

The LAST RIDE

Blistering low-down on the racket's crack-up!

A WARNER BROS. PICTURE with RICHARD TRAVIS • CHARLES LANG • ELEANOR PARKER
Directed by D. Ross Lederman • Original Screen Play by Raymond L. Schrock

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 202 — 5½ inches x 2 columns (150 lines) — 30c

MURDER TAKES A BACK SEAT ON

"The LAST RIDE"

Lives are Cheap on the 'Black Market!'

A WARNER BROS. PICTURE with RICHARD TRAVIS • CHARLES LANG • ELEANOR PARKER
Directed by D. Ross Lederman • Original Screen Play by Raymond L. Schrock

★ **THEATRE & DATE** ★ **BUY WAR BONDS AT THIS THEATRE!** ★

Mat 203 — 4½ inches x 2 columns (124 lines) — 30c

2 ADS ON ONE MAT

Mat 102 — 15c

MURDER TAKES A BACK SEAT ON



A WARNER BROS. PICTURE with RICHARD TRAVIS • CHARLES LANG • ELEANOR PARKER • Directed by D. Ross Lederman • Original Screen Play by Raymond L. Schrock

STAMPS BUY! BONDS On Sale In Lobby!



A WARNER BROS. PICTURE with RICHARD TRAVIS • CHARLES LANG • ELEANOR PARKER • Directed by D. Ross Lederman • Original Screen Play by Raymond L. Schrock

STAMPS BUY! BONDS On Sale In Lobby!

Lives are cheap on the 'Black Market!'

The LAST RIDE

A WARNER BROS. PICTURE with RICHARD TRAVIS • CHARLES LANG • ELEANOR PARKER • Directed by D. Ross Lederman • Original Screen Play by Raymond L. Schrock

STAMPS BUY! BONDS On Sale In Lobby!

Mat 103
3 inches (43 lines) — 15c

MURDER TAKES A BACK SEAT ON

"The LAST RIDE"

A WARNER BROS. PICTURE with RICHARD TRAVIS • CHARLES LANG • ELEANOR PARKER • Directed by D. Ross Lederman • Original Screen Play by Raymond L. Schrock

STAMPS BUY! BONDS On Sale In Lobby!

Mat 104
4 inches (57 lines) — 15c

SELLS ALL THE ANGLES

WARNER BROS. TRAILER

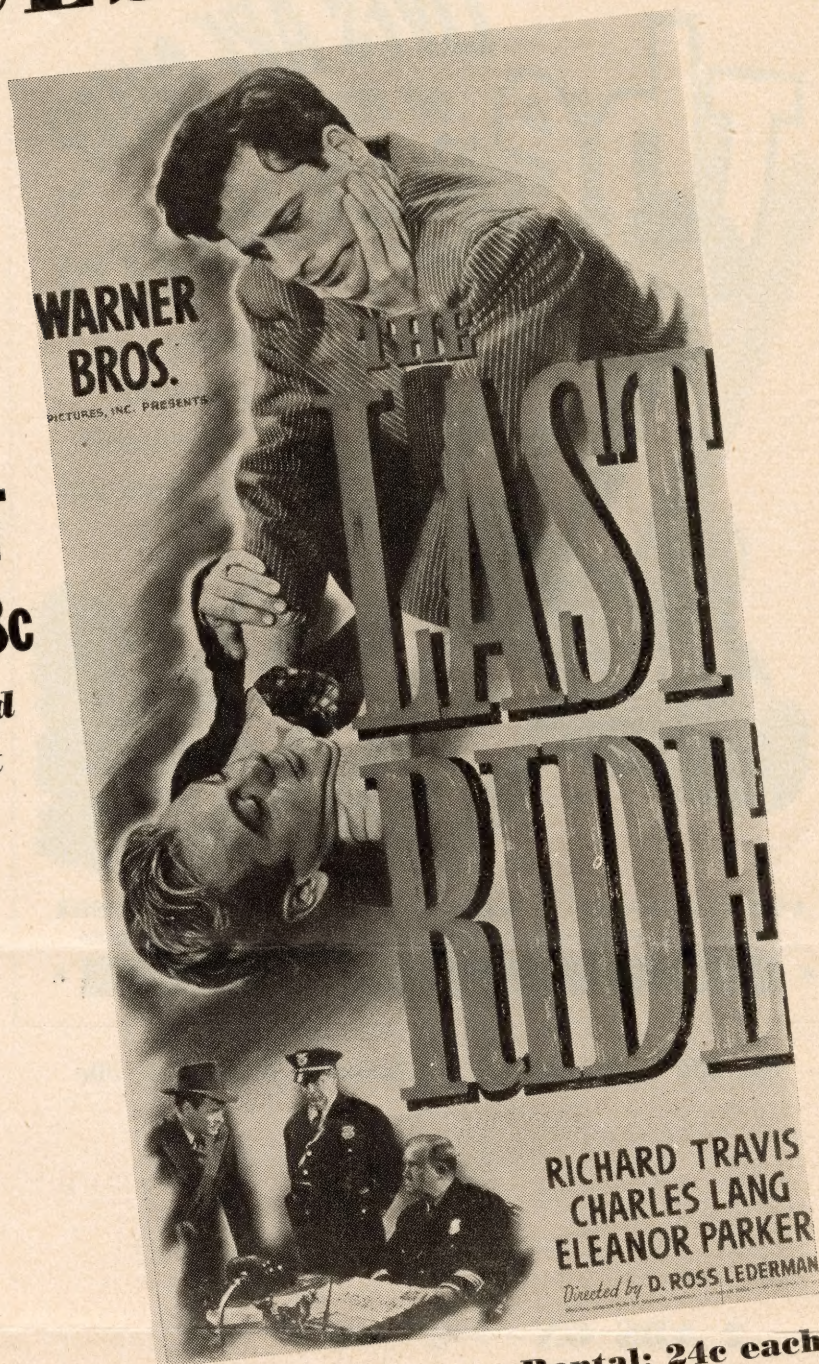
RIGHT FROM YOUR SCREEN

POSTERS & ACCESSORIES



ONE-SHEET . . . Rental: 8c each

6-SHEET
Rental: 48c
Illustrated
On Front
Page



3-SHEET . . . Rental: 24c each



REGULAR WINDOW CARD
1-49 7c each
50-99 6c each
100 and over 5½c each

Quantity Prices

SIX-SHEETS	
25 to 49	80c each
50 to 99	70c each
100 and over	60c each
THREE-SHEETS	
50 to 99	32c each
100 and over	28c each
ONE-SHEETS	
50 to 99	11c each
100 and over	9c each

2 Colored
22 x 28's
Rental:
20c each



Colored
11 x 14's
Set of 8
Rental: 35c



SLIDE . . . Rental: 12c each



INSERT CARD
Rental: 12c each



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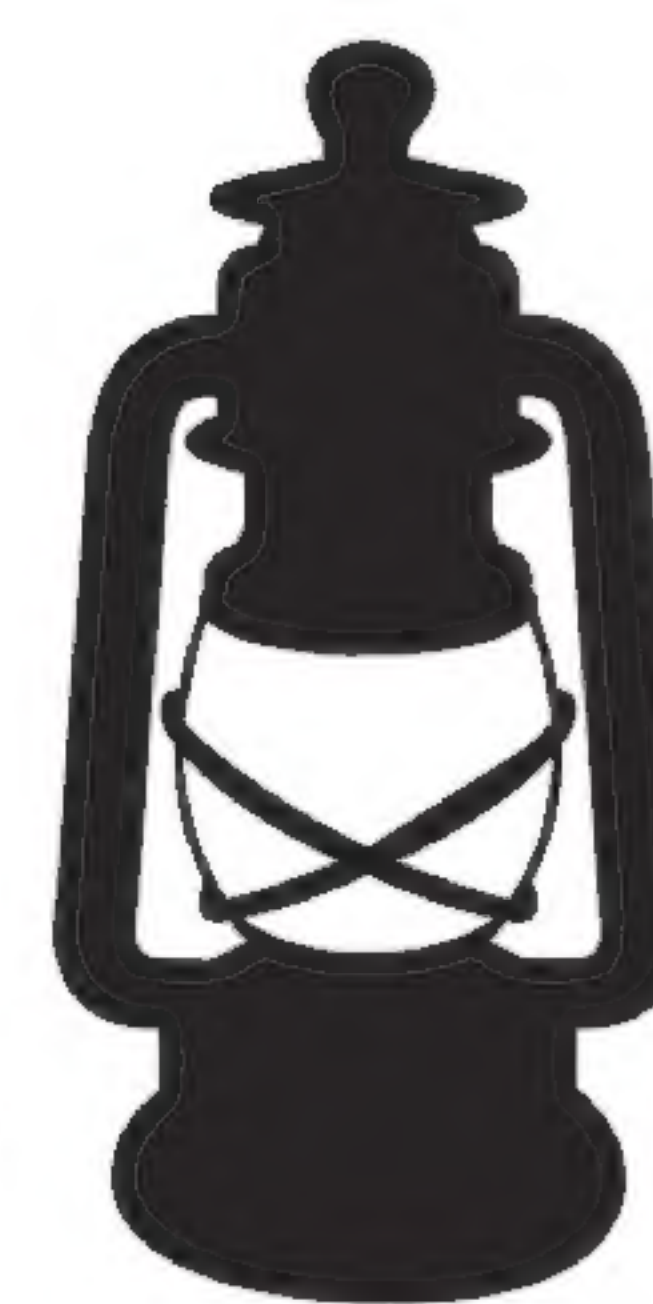


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<http://wcftr.commarts.wisc.edu>

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www.mediahistoryproject.org